

## **IAM2019W Program**

<b>Jan. 22, 2019 (Tuesday)</b>	
15:30-16:30	Registration (B1 Floor)

<b>Jan. 23, 2019 (Wednesday) 08:30-11:30 Registration</b>	
<b>Room</b>	<b>Conference B (B1 Floor)</b>
08:50-12:00	Session A
12:00-13:30	Lunch

<b>Jan. 24, 2019 (Thursday) 08:30-11:30 Registration</b>	
<b>Room</b>	<b>Conference B (B1 Floor)</b>
08:50-12:00	Session B
12:00-13:30	Lunch

<b>Jan. 25, 2019 (Friday) 08:30-11:30 Registration</b>	
<b>Room</b>	<b>Conference B (B1 Floor)</b>
08:50-12:00	Session C
12:00-13:30	Lunch

PID	Paper Title	Author(s)	Session
P0102	How Can Managerial Optimism Affect the Long-term Valuation of High-tech Young Startups?	Jung-Ho Lai	C
P0103	Explaining Pro-environmental Behavior With Institution Theory	Pei Yi CHEN	A
P0104	Hedonic, Utilitarian, and Social Motivations for Consumers Purchase Mobile in-App Content Behavior	Tsung-Sheng Chang, Wei-Hung Hsiao, Tzu-Chien Chen, Enkhzul Ganbold	A
P0105	Study on Roughly Estimation of Calorie with Area	Chiung San Lee, Shao Lun Lee, Yi-jing Lee	A
P0106	A Cloud Computing Approach Implements on the Mobile Health Care and Management	Shu-hsien Liao, Li-Ching Chen	A
P0107	The Impact of Knowledge Workers' Learning Goal Orientation on Feedback Seeking Behavior and Organizational Learning Culture	Chun-Yu Lin, Yan-Wei Lin, Chung-Kai Huang	B
P0108	Examining the Relationship between Knowledge Workers' Learning Goal Orientation, Organizational Commitment, and Organizational Learning Culture	Chun-Yu Lin, Ya-Ting Lu, Chung-Kai Huang	B
P0109	A Study for Relative Efficiency of Taiwan Water Corporation's Branches	Ming Te Liu, Chun Ju Lee	B
P0110	Examining the Mediating Effect of Innovative Work Behavior on Learning Goal Orientation and Organizational Learning Culture	Chun-Yu Lin, JING CHEN	B
P0113	A Study of Reducing Solidification Rate of Chronic Patients Needing Hemodialysis by Using Big Data	Wen-Tsann Lin, Chia-Pao Chang, Yu-Sheng Chen, Chi-Wen Juan, Yuan-du Hsiao	C
P0114	The Application of Taguchi Methods to Research of Reducing Pollution Rate of Chronic Patients Needing Hemodialysis	Wen-Tsann Lin, Yuan-du Hsiao, Sheng-Yi Peng, Chi-Wen Juan,	C

PID	Paper Title	Author(s)	Session
		Chia-Pao Chang	
P0115	Exploring the Learning Process and Brain Wave of Reading Specific Edited Article for Low-achieving Elementary School Students	Shu-Hui Yeh, Yung-Tsan Jou, Jo-Yao Lu	C
P0116	A Case Study of Stock Investment Based on Data Mining Techniques	Muh-Cherng Wu, Pei-Chun Liu, Hui-Chih Hung	A
P0117	The Antecedents and Intermediary of the Negative Comments of Military Issues on the Internet Forum Based on Spiral of Silence	Yao-Chung Yu, Ta-Chih Chin, Yu-Tung Chuang	A
P0118	The Antecedents and Moderation of the Negative Comments of Military Issues on the Internet Forum based on Frustration-Aggression Hypothesis	Yao-Chung Yu, Ding-Chyu Liu, Yu-Hsuan Lin	A
P0119	An Empirical Analysis of Taiwan's Long-Term Care Service Quality Improvement	Shun-Hsing Chen, Cheng-Wen Lin, Yang-Ju Chen	A
P0120	The Relationship between Prior Loss/Profit and Later Loss Aversion Measured based on Disposition Effect	Syouching Lai, Hungchih Li, Chien-I Chen	B
P0121	Case Study in Innovative Lean Management within Waste Disposal and Recycling Industry - Take Company A as Example	Shun-An Teng, Chin-Jung Chao, Michelle-Ngo Teng	B
P0123	CUSUM for Monitoring the Short-Term S-Type Process Capability	Mou-Yuan Liao	B
P0124	Contract Design in Digital Media Production and Distribution	Robert Chiang, Jhih-Hua JHANG-LI	B
P0125	Using Human-Centered Design to Implement Service: The National Mall and Memorial Parks as Examples	Lin-Chien Chien, Hung-Ho Chen	C
P0126	The Sense of Presence on HMD Virtual Reality Learning System	Kuo-Liang Ou, Yao-Hui Liu	A
P0127	Proposing an Open-Innovation Based Entrepreneurship Education Model for Taiwan's	Kuang-Li Yang, D. Y. Sha,	C

<b>PID</b>	<b>Paper Title</b>	<b>Author(s)</b>	<b>Session</b>
	Universities Students: A Conceptual Study	Yung-Tsan Jou	
P0128	Entrepreneurial Process of Social Entrepreneurs of Fair Trade Coffee Business in Taiwan: A Case Study	Hawjeng Chiou, Wee Yek Chee	B
P0132	A Discussion on the Trend of Service Innovation in Food Industry	Wan-Jung Teng, Yuan-Tsan Jou, Shen-Chou Yeh, Chien-Pin Huang	C
P0133	Apply Social Network Analysis and Co-author Network in Ranking Interdisciplinary Authors	Yi-Ning Tu, Chi-Hao Lin	A
P0134	A Study on Innovation Strategy for Sustainable Value Creation	Takumi Kobayashi, Masaru Ishioka	C
P0135	Organization and Strategy of Ecosystem for Value Co-creation	Masaru Ishioka, Harumi Shidara	C
P0136	Influencer Marketing on Instagram	Rong-Ho Lin, Christine Jan, Chun-Ling Chuang	B
P0138	Factors Influencing Service Quality of IT Outsourcing at School	Hsiu-Li Liao, Su-houn Liu, Kao-Chao Yang	C